

#MILLENNIALS

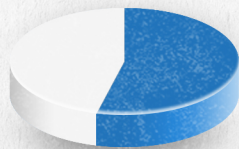
QUICK FACTS



Millennials are larger purchasers of consumer electronics (CE) and CE accessories than any other generation
— *and there are 85 million of them!*

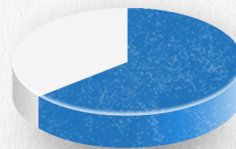
(Source: CEA)

Millennials Believe in the Value of Extended Warranties



54% of Younger Millennials (born '95 to '99) believe Extended Warranties are an important part of a consumer electronic purchase.

(Source: CEA)



64% of Older Millennials (born '81 to '94) believe Extended Warranties are an important part of a CE purchase.

(Source: CEA)



Adult Millennials are **more** inclined than other generations to purchase extended warranties with **33%** frequently purchasing them.

(Source: CEA)

28% of Millennials regret **not** having purchased an extended warranty for a CE device in the past 12 months.

(Source: CEA)



Millennials Love to Shop Online

45% of Millennials spend more than one hour per day on retail sites.

(Source: Urban Land Institute)



But They Also Love to Shop in Stores

53% of Millennials visit a retail store at least once per week.

(Source: NPD Group)